

Christmas Hustle-Bustle Spells Sales for East



Models for K-mart 4061's fashion show, held in the store's front window in Syracuse, N. Y., pose for official photo after the finale.

Providence, R. I., Kresge 45—Santa was one of the main attractions at 45's Family Shopping Night, November 23. He passed out candy to children. Free coffee and doughnuts were served at the fountain. The entire staff enjoyed a dinner party, complete with after-dinner dancing, at the El Morocco Club in Johnston, R. I., on November 18.

Pittsburgh, Pa., Kresge 53—A surprise party was held at the home of Manager Arthur J. Loesser celebrating the 35th anniversary of Catherine Schesser. Among the many gifts was a money tree filled with Kennedy half dollars and charms engraved with dates of outstanding events during Catherine's years with the company.

65's Staff Anticipates Annual Christmas Party

Trenton, N. J., Kresge 65—Food Department Head Ed Dry plans a delicious meal for employees during the annual store Christmas party. Santa will also be there. Family Shopping Night was held on November 24. George Martin, display, created a holiday atmosphere within the store with his Christmas decorations. Dorothy Berry served as store representative to the Delaware Valley United Fund. Reporter Esther Hill-



Francis P. DeGeorge Sr., assistant manager, 4061, Syracuse, N.Y., narrates 4061's first style show.

mann wrote that she has proof 65's store windows are kept spotlessly clean. A customer mistakenly walked through the large plate glass window near the door.

Erie, Pa., Kresge 76—Eye-catching Christmas decorations and beautifully decorated counters attract lots of Kresge shoppers at 76. Reporter Gerlie O'Day said. One of the newest attractions at 76 is the newly modernized greeting card department.

Lowell, Mass., Kresge 116—Christmas has arrived at 116. Madeline Venne, floor supervisor, set up huge displays of Christmas wrapping paper, seals and ribbons in November while Ruth Frost, greeting cards, made plans for enlarging the section of Christmas greeting cards.



Estelle Gilbride opens her gift at the annual employee Christmas party at Kresge 116, Lowell, Mass.



Helena Boucher, store reporter at 110, Lowell, Mass., and Santa enjoy employee Christmas party.



Santa dolls and pixies peek from counters at customers during holiday season at 275, Elmira, N. Y.



Staffers Carrie Sutter (l to r), Rose Mary Guarnieri, Lena Bucci, enjoy 65's party in Trenton, N.J.

Pittsburgh, Pa., Kresge 182—Kresgeites enjoyed coffee and cake at the annual Service Recognition Breakfast.

Kresge 189 Hosts Family Shopping Night

Middletown, Pa., Kresge 189—November 14 was the date of 189's Family Shopping Night. Staffers enjoyed a 20 percent discount on merchandise. The Service Recognition Breakfast was held October 6.

Philadelphia, Pa., Kresge 191—Tina Ornati, floor supervisor, and Earl Lane, assistant to the manager, were honored for 25 years of Kresge service with a party at the Latin Casino in Merchantville, N. J.

Quincy, Mass., Kresge 255—The store has a new look and a new service system. 255 reopened as a check-out store with a new gift wrapping and greeting card department and a new record department. The 55 staff members gave 100 percent to the local United Fund.

Customer Compliments Kresgeites at 262

Waterbury, Conn., Kresge 262—Rose Perazelli, former check-out cashier, received the following letter from a satisfied customer: "If you are leaving with the feeling you will be missed, you are so right. I have never learned your name, but I consider you a friend. Your warm smile and hearty greeting have, I am sure, earned you many a friend. Kresge's plaza store has the most pleasant group of salespeople. It is always a pleasure to walk in. I can see why you will miss your co-workers, just as they will miss you. Good luck in all you do. Thanks, it has been a pleasure to know you." Staffers enjoyed a Service Recognition Breakfast.

Elmira, N. Y., Kresge 275—Reporter Irene Clemens wrote do-it-yourself projects are the rage in Elmira. There are about 2,000 Home Bureau members in Chemung County who keep up with various projects, thus making 275's do-it-yourself sales rise.

Syracuse, N. Y., 278—Kresge 278 gleams during the holidays. Santa Claus arrived on November 27 in a shiny new Rambler instead of the traditional sleigh and reindeer and was welcomed by the West Genesee Junior High School Band. A large Christmas tree set enthroned on top of the plaza building and can be seen for miles around.

Santa's Headquarters Is Kresge 282

Pittston, Pa., Kresge 282—Santa set up headquarters in 282's mezzanine. Family Shopping Night was held on November 17. Employees were honored at a Service Recognition Breakfast. Elsie Ellis, personnel supervisor, was feted at a dinner at the Greenwood restaurant on her 30th anniversary with the company.

Worcester, Mass., Kresge 396—Employees gave the highest amount of money ever given by 396 to the local community fund. Joyce Eliaz, part-time, was awarded a scholarship to Northeastern Massachusetts University. Katherine Kavanaugh will be honored on her 35th anniversary with the company at a special get-together.

Woodbury, N. J., Kresge 587—The arrival of Santa Claus at 587 was an event of great excitement. He landed on the roof of the store and descended by ladder to a fire truck where he greeted the children and was officially welcomed to town. Santa's headquarters is at 587. Plans were made for the annual Family Shopping Night. Employees look forward to the annual Christmas party with a gift exchange.

Rochester, N. Y., Kresge 634—Two employees were honored at the annual Service Recognition Breakfast.

K-mart 4061 Stages Hit Fashion Show

Syracuse, N. Y., K-mart 4061—Assistant Manager Francis P. DeGeorge Sr. reported that 4061's first fashion show, held in the front show window, was a complete success. Mrs. Golden, ready-to-wear manager, said: "The morning after the show, as soon as the store opened, one woman purchased two dresses and a coat that she had seen in the show. Our sales for the day were gratifying and we know now we can have more of these shows. The nice part of it is that we can use our own people." Manager Richard A. Gritz declared: "You can be sure 4061 will be holding more fashion shows of this type in the future." Shoppers were able to view the show while inside and outside the store. A P. A. system was used. The ready-to-wear department was the main attraction with the menswear, footwear and jewelry departments participating. Models included Elaine MacRobbie, drugs; Joanne Wright, jewelry; Linda Saenz, service desk; Pat Moran, assistant manager, shoes; Robert Smith, assistant manager, boys and menswear.

Skamokin, Pa., Jupiter 4514—Two employees were honored at the Service Recognition Breakfast.

ERO Reports Kresge-Inspired Poet

ERO—The niece of Mary Jane Murray remembered the hustle and bustle of Kresge stores during the holidays last year and was inspired to write a poem in anticipation of another joyful year. The poem expressed her thoughts about activities in the store the day before Christmas.

Westerners Report Holiday News

Canoga Park, Calif., Kresge 711—The annual Christmas Brunch and grab bag gift exchange will be held on December 19. Family Shopping Night is planned for this month with a large turnout expected. 711 extended layaway service through Christmas to increase holiday sales.

Hawthorne, Calif., Kresge 718—Inez Wheeler, infantwear and KRESGE NEWS store reporter, is a poet, having composed a special poem about 718 called, "The Night Before Christmas, with Apologies to Clement C. Moore."

El Paso, Tex., Kresge 752—The Halloween Party Sale, October 31, proved to be a profitable success, wrote Reporter Hazel Bailey. The entire staff wore costumes.

Albuquerque, N. M., Kresge 754—Santa Claus and his reindeer arrived in November at Winrock Center in anticipation of the holiday season. Kresge 754 boasts two teams participating in the Winrock League with Lela Dix and William Chadwell the captains. The sales staff wore frontier clothes during Old Fashioned State Fair Days.

Las Vegas, Nev., Kresge 764—During 764's big plant sale, Tania Cameron, check-out cashier, bought 50 plants for her home. Reporter Josephine Rowden said the sale was a huge success.



Luther Oakley (l to r) Lee Booth, Norman Sennarise unload plants for sale at 764, Las Vegas, Nev.



Millie Schuman (left) and Elsie Marzoon don costumes for Halloween Sale, 752, in El Paso, Tex.



Turban wigs prove popular with the staff as well as with the customers at K-mart 4058, in Montclair, Calif., during a wig promotion.